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a system for reconciling the coupon information in the coupon data base with the [product information sold to the] consumer purchase information; and means for updating the coupon data base to reflect utilization of coupons.

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Claim 2. (Amended) The system of claim 1 further comprising access means for a consumer to access the coupon data base to review their [account] coupon information.

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Claim 4. (Amended) The system of claim 1 further comprising access means for the consumer to access their coupon information in the coupon data base at the store.

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Claim 5. (Amended) The system [of] as in claim 3 or 4 wherein the access means comprises a printout of [the] their coupon information in the coupon data base.

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Claim 8. (Amended) An electronic coupon processing system comprising:
[means for entering data from coupons into a data base;
a coupon data base containing coupon information associated to a consumer;
means for entering the coupon information into the coupon data base;
a check-out register capable of recording [product information sold to a] consumer purchase information;
a system for reconciling the coupon information in the coupon data base with the [product information sold to the] consumer purchase information; and
means for updating the coupon data base to reflect utilization of coupons.

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Claim 9. (Amended) The system of claim 8 further comprising access means for a consumer to access the coupon data base to review their [account] coupon information.

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Claim 11. (Amended) The system of claim 8 further comprising access means for the

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consumer to access their coupon information in the coupon data base at the store.

Claim 12. (Amended) The system [of] as in claim 10 or 11, wherein the access means comprises a printout of [the] their coupon information in the coupon data base.

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Claim 14. (Amended) A method for electronic coupon processing comprising:
entering coupon information of any consumer into a coupon data base, where the coupon information is attributed to the consumer;
reading [product information sold to the] consumer purchase information at a store;
reconciling the coupon data base information with the [product information sold to the] consumer purchase information;
deducting any discount or rebate from the consumer charges based on the reconciliation;
and updating the coupon data base to reflect the reconciliation.

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Claim 21. (Amended) A method for electronic processing of discount coupons comprising:

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entering coupon information of any consumer into a coupon data base where the coupon information is attributed and accessible to the consumer;
reading [product information sold to the] consumer purchase information at a store;
reconciling the coupon data base information with the [product information sold to the] consumer purchase information;
deducting any discount or rebate from the consumer charges based on the reconciliation;
and updating the coupon data base to reflect the reconciliation.